The Mission of CCCAOE is to provide leadership for occupational education and economic development professionals involved in workforce development and the enhancement of California's position within a global economy.
Welcome!

Just as a recipe takes us step-by-step through the process of assembling a dish, today’s session will take us through the process of program development and approval in a simulated exercise.

What ideas are you cooking up now?
Module Objectives

When you complete this module, you’ll be able to:

- Name at least 3 sources of data and/or information that you could use in new program development
- Identify program formats that provide “short cuts” to program approval
- Describe the type of information that should be included in your application, Curriculum Inventory data elements, narrative template, and supporting documents for development/approval of new programs
Many Cooks & Special Ingredients

The Special Ingredient!
Labor Market Information (LMI) and Data

Today’s Cooks:
Local and Regional CTE/EWD Professionals

There are never too many of these cooks in the kitchen!
## Program Development Process

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Idea/Exploration</strong></td>
<td>Finding support and interest for needs that have come out of the strategic and/or master plans</td>
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<tr>
<td></td>
<td><strong>Preliminary College approvals</strong></td>
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<tr>
<td><strong>Feasibility</strong></td>
<td>Analyzing LMI if that was not the source of the original idea, checking possibility of competition, and reviewing the internal fit</td>
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<td></td>
<td><strong>Local &amp; Regional approvals</strong></td>
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<tr>
<td><strong>Design &amp; Development</strong></td>
<td>Using internal and external input to design program</td>
</tr>
<tr>
<td></td>
<td><strong>Local, Regional, State Approvals</strong></td>
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<td></td>
<td><strong>Accreditation and AACC Approvals</strong></td>
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</tbody>
</table>
What about Your College/District?

Take a Moment…
Discuss the program approval process at your college with a partner!

- Who approves new programs?
- Is the approval process written down?
- Is there a pre-approval process?
- Who can veto new programs?
- What questions will be asked by:
  - Chief Instructional Officer
  - Academic Senate
  - Curriculum Committee
  - Other Stakeholders
See Page 2 of the Recipe Handout

Programs and Course Formats

Credit
(Much CTE)
- Degree
- Certificate of Achievement
- Articulated K-12
- Transfer AA-T or AS-T degree

Noncredit
(CTE or EWD)
- Career Development and College Prep
- Short-Term Vocational Education
- Certificate of Competency or Completion or Adult High School Diploma

Not-for-Credit
(Usually EWD)
- Contract Education
- Fee-Based (Community Education)

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Funding New Programs

Apportionment Funded
- For-Credit Classes
  - Certificate of Achievement Program
  - Local Associate Degrees
  - AD-Ts
  - Shorter stackable certificates
- Noncredit (diploma/certificate)
  - Enhanced noncredit apportionment for ESL, Basic Skills, short-term vocational and workforce preparation

Grant/Fee/Contract Funded
- Fee-based, open enrollment training (not-for-credit)
- Contract training, i.e. with a single employer or WIB
- Grant-funded training

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Our Setting for a New Program...

- New Community College located in Central California—Newbie Center College
  - Bills itself as the “latest and greatest”
  - CTE programs all focus on emerging industries
  - Wants to offer many “Green” programs
- Three faculty members are taking the lead on evaluating the need for programs in Heating, Ventilation and Air Conditioning (HVAC) or related fields such as Building Automation
What is Building Automation?

- A programmed, computerized, network of electronic devices that monitor and control the energy consumption of buildings.
- This network creates an intelligent building and reduces energy and maintenance costs.
- In commercial buildings, most fire-life-safety, lighting, air conditioning, and ventilation systems are automated.
- Building Automation Service (BAS) technicians tend to come out of the HVAC industry.
- Building Automation is an emerging industry sub-sector of HVAC and expected to grow at higher rates than the industry as a whole.
Develop A New Program

- Half of you will act as college professionals, the other half will be regional professionals.
- The local/college groups will have different information available than the regional groups. *By working together, you will be able to create a more comprehensive analysis.*
- You may be considering development of any of the types of programs we discussed earlier or a combination.
- Teams of 2-6 people

You’ll be reviewing a lot of information! In order to complete the exercises in the time allowed, your team will have to split up the information you are given and then come together as a team to discuss it!
A Building Automation Program…
What’s Your First Reaction?

- What are 2-3 most important pieces of information in your data?
- What further information or data would you like to see?
You Have a Viable Idea…
What’s Next?

Start with a team!

- Faculty are always central to the program development process (at some colleges, the lead faculty must be a full-timer)
- CTE & EWD Professionals
- Deputy Sector Navigator
- Technical Assistance Providers (TAPs)
- Research, IT, library, learning resources

Who else do you want on your team?

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Early Questions and Issues

- Does the regional supply and demand warrant additional programs?
- Is there a need for non-credit programs or contract training?
- Is this program in one of the sectors designated as priority or emergent for your region?

Local Approval

Regional Consortium Endorsement—a dialog about other programs in the region... demand vs. capacity

State Approval
### The First Ingredient: Labor Market Information (LMI)

<table>
<thead>
<tr>
<th>Sources of Information</th>
</tr>
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<tbody>
<tr>
<td>- Statistical projections of job growth by county/region</td>
</tr>
<tr>
<td>- EDD’s Labor Market Information system data</td>
</tr>
<tr>
<td>- Centers of Excellence Environmental Scans and studies</td>
</tr>
<tr>
<td>- Recent employer surveys</td>
</tr>
<tr>
<td>- Minutes of industry advisory committee meetings</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>- LaunchBoard</td>
</tr>
<tr>
<td>- Letters from employers</td>
</tr>
<tr>
<td>- Industry studies</td>
</tr>
<tr>
<td>- Job ads for positions (&quot;Real time data&quot;)</td>
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<tr>
<td>- Articles on industry trends</td>
</tr>
<tr>
<td>- Regional economic studies</td>
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<tr>
<td>- Studies/data from licensing agencies, associations</td>
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</tbody>
</table>

What else have you used?
Handout #2

Labor Market Information

- List 3-5 items from the LMI and from industry input that you would use in the application

- List 3-5 useful pieces of LMI data and tell the limitations of the data you were given
Employer Surveys - What Should We Ask?

- What skills and knowledge do incoming employees need?
- What classes should be taken by students?
- Should students have internships?
- Do you have supply chain partners who could benefit from this program?
- How many employees will you hire in the next 5 years? What will their salaries be? How difficult is it for you to hire new employees?
- Do you need training and/or retraining for existing employees?
Advisory Committee and Other Industry Input

- What specific help will you need from your Advisory Committee?
- What other industry relationships will be useful?
- How can the DSN help?
- Are there regional advisory committees or industry groups or associations?
Program Pros and Cons

- If you were one of the college groups who had to approve the new program, what would attract you to this specific program?
- What might be some objections or concerns that could be raised by the Curriculum Committee? Planning? Other campus committees?
Credit (Usually CTE)
- Degree
- Certificate of Achievement
- Articulated K-12
- Transfer AA-T or AS-T degree

Noncredit (CTE or EWD)
- Career Development and College Prep
- Short-Term Vocational Education
- Certificate of Competency or Completion or Adult High School Diploma

Not-for-Credit (Usually EWD)
- Contract Education
- Fee-Based (Community Education)
Now You’re Cooking! Finishing Your Program Development...
The Certificate of Achievement

- 18+ semester units / 27+ quarter units
- Degree-applicable credit coursework
- May be listed on a student transcript
- Fewer than 18 semester (27 quarter) units do not require Chancellor's Office approval, but programs between 12-18 units may be submitted and then listed on student transcripts
- Noncredit programs can offer a Certificate of Completion, Certificate of Competency or Adult High School Diploma
Chancellor’s Office New Certificate Program Application

- Curriculum Inventory Proposal Fields
- Supporting Documentation
  - Narrative
  - Course Outlines of Record
  - Transfer Documentation (If Applicable)
- CTE Requirements
  - Labor Market Information and Analysis
  - Advisory Committee Recommendation
  - Regional Consortia Approval Meeting Minutes
Curriculum Inventory

PROPOSAL Fields

1. Program Award
2. Program Title
3. Program Goal
4. Program TOP Code
5. Required Certificate Units
6. Annual Completers
7. Net Annual Labor Demand (CTE)
8. Faculty Workload
9. New Faculty Positions
10. New Equipment
11. New/Remodeled Facilities
12. Library Acquisitions
13. Program Review Date
14. Gainful Employment
15. Apprenticeship
16. Distance Education
17. CTE Regional Consortium Approved
18. District Governing Board Approved
19. Approval Date
Supporting Documentation: Proposal Narrative

Item 1: Program Goals and Objectives
Item 2: Catalog Description
Item 3: Program Requirements (in table format)
Item 4: Master Planning
Item 5: Enrollment and Completer Projections
Item 6: Place of Program in Curriculum/Similar Programs
Item 7: Similar Programs at Other Colleges in Service Area
Other Supporting Documentation for CTE Programs

Labor Market Information and Analysis

- Must show jobs are available for completers in local service area and/or
- Job enhancement or promotion justifies the proposed program
- See pages 8-9 of your handout for details about this requirement
Other Supporting Documentation for CTE Programs

Advisory Committee Recommendation
- Demonstrate how Advisory Committee is comprised of typical/prospective employers (names/job titles/businesses)
- Minutes of Advisory Meetings
- Summary of Committee Recommendations
Other Supporting Documentation for CTE Programs

Regional Consortia Approval Meeting Minutes
- Required for credit programs
- Recommendation
- Include Minutes with action item highlighted
- Include date, place, and names of all who attended meeting

Considerations:
- Is the need justified in terms of the labor market? Is this a priority or emerging sector for this region?
- Is there no destructive competition with other colleges that have similar programs
- Is the proposal well prepared? Does it reflect current best practices?
Treat your labor market analysis and advisory committee recommendations as the foundation of your program development process.

Many New Program Application Requirements are Connected to LMI.
Program Requirements

- List of all courses
- Units required for certificates and degrees
- **CTE program requirements should reflect the thinking of the Advisory Committee**, as indicated in advisory committee minutes submitted as part of the application OR you must explain why you did not do as the advisory committee recommended
- Program requirements may also be linked to licensing and/or industry certifications
Program Size

- Based on:
  - Gap analysis - unmet capacity
  - Enrollment in similar courses
  - Survey of prospective students

- How will you use the Labor Market information you found to help you determine enrollment and completer projections for the Building Automation program?
Program Goals

- Show that your program is appropriate to the community college mission
- CTE programs must clearly state objectives in terms of occupational competencies students will acquire and specific occupations or fields students will be prepared to enter.
- Will your program goals be affected by the Labor Market Information you discovered? How?
New Program Approval Process
The Process at Irvine Valley College
For CTE Programs

Preliminary Preview
Notice of Intent to Regional Consortium
Office of Instruction

Writing The Full Proposal
Criteria B-LMI/Need Approved
Needs Analysis Review

Academic Senate
Course Outlines
Local, Regional & State Approvals

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Three Levels of Approval

- **Local Approvals** (vary by college)
  - Curriculum Committee
  - Office of the President
  - Technology
  - Budget Committee
  - Strategic Planning
  - Board of Trustees

- **Regional and State Approvals**
  - Regional Consortium
    - A 1-3 step process
    - Some consortia require early notification of an idea
  - California Community Colleges Chancellor’s Office

Required approvals shown in Orange
Local (College/District) Approval

- After the Regional Consortia, all local approvals should be completed if they have not already been done.
- Your chancellor or Superintendent/President must sign the application form to indicate that the Board of Trustees has approved the program.
Chancellor’s Office Process

- **First Level**: Everything checked for completeness
- **Second Level**: Content is analyzed and technical assistance provided if needed
- **Third Level**: Dean reviews and approves or sends back for more work
Chancellor’s Office Action

- Approve
- Request Changes before Approving
- Approve for a limited duration
- Withdraw – Ask CIO to withdraw application
- Deny - Major problems block approval of the application

Your handout includes a list of the top reasons applications are denied
Short-Cuts to Program Approval

AA-T and AS-T
- Adopt the Transfer Model Curriculum (TMC) for a degree and/or program and enjoy expedited approval
- Include courses with C-ID numbers to improve articulation

Statewide or Regional Certificate and Pathway Programs
- BIW Worker Certification
- IT Technician Pathway
- Retail Management
Your Resource (Recipe) Handout Includes...

- Labor Market Information Resources
- Curriculum and Program Development Resources
- Effective Practices for Curriculum Development from the System Advisory Committee of Curriculum (SACC)
- Reasons that Delay Approval of Credit Program Applications
- ...And the guide to program formats on page 2 of your handout
Did We Finish Cooking Our Objectives?

When you complete this module, you’ll be able to:

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